

Naoui Omar

Marketing Manager | Strategic Growth | Market Expansion

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Sousse, Tunisia



SUMMARY

Strategy and growth are the two pillars that center my creative and professional drive. Well-versed, slightly obsessive and experienced online marketer specializing in search, content marketing, and conversion rate optimization.

EXPERIENCE

Marketing Manager

ILLOA

08/2023 - Present Sousse, TN

- Led a team of 20+ sales professionals, achieving a huge growth by implementing strategic market expansion initiatives.
- Developed and executed a comprehensive Marketing strategy, resulting in the acquisition of 200+ new clients within the first year.
- Implemented a CRM system that improved lead generation processes by 35%, enhancing Marketing team efficiency and customer engagement.
- Negotiated high-value contracts with key accounts.
- Launched a training program for Marketing staff, increasing team productivity by 20% and reducing employee turnover by 15%.

Sales Manager

Carhabtek - Songocar

06/2021 - 05/2023 Sousse, TN

- Managed a sales team of 8, driving a 25% increase in regional sales through targeted marketing campaigns.
- Orchestrated the launch of a new product line, resulting in a 18% increase in market share within the first six months.
- Enhanced customer satisfaction rates by over 70% through the implementation of a new customer feedback system.
- Collaborated with the marketing department to develop sales collateral and online content, boosting lead generation by 40%.
- Secured a pivotal partnership with a leading industry influencer, enhancing brand visibility and credibility.

Marketing Associate

Alliance Com & Events.

05/2020 - 02/2021 Sousse, TN

- Implemented a new marketing training program, resulting in a 10% improvement in marketing team performance.
- Developed and maintained relationships with key clients, contributing to a 20% increase in client retention rates.
- Collaborated with the product development team to provide feedback from the market, influencing service improvements.

EDUCATION

Master of E-Business Management

EPI Sousse

09/2021 - 07/2023 Tunisia

Bachelor of Marketing & Sales Techniques

IHEC

09/2018 - 06/2021 Tunisia

ACHIEVEMENTS



Top Sales Manager Award

Recognized as the top sales manager in 2023 for leading the team to achieve a 40% increase in sales revenue.



Successful Product Launch

Led the successful launch of a new product line, resulting in a 20% increase in market share within six months.



High-Value Contract Negotiation

Negotiated a series of high-value contracts with key accounts, securing deals worth over \$1M.

SKILLS

Strategic Planning

Market Analysis

Sales Forecasting

CRM Systems

Team Leadership

Contract Negotiation

Customer Relationship Management

CERTIFICATION

Entrepreneurship and Small Business

Focused on innovative sales techniques and strategies for market expansion, provided by Certiport.

Leadership in Sales

Covers effective team management and leadership principles for sales managers, offered by LinkedIn Learning.

PASSIONS



Strategic Market Expansion

Passionate about identifying and capitalizing on new market opportunities to drive business growth and success.



Leadership Development

Committed to developing and mentoring the next generation of sales leaders through innovative training programs.